

	<u>National '96</u>	<u>Florida '96</u>	<u>National '97*</u>
<b>January</b>			
<b>February</b>			
<b>March</b>			
<b>April</b>	B3GF T-Shirt		
<b>May</b>	B2G2F		B1G1F
<b>June</b>		B2G T-Shirt \$2 off carton	B2G Incentive
<b>July</b>		B1G1F \$2 off carton	B2G Incentive
<b>August</b>	B3G Incentive	B2G2F	
<b>September</b>	B2G2F	B2G Cap \$2 off carton	B2G Incentive
<b>October</b>		B3G3F	
<b>November</b>	B3G Incentive	B2G Lighter	B5G5F
<b>December</b>			

\* Pre-Stickered Price Promotion is on-going in the '97 plan

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